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Business Administration

Saint Mary's College of California

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BUSINESS ADMINISTRATION

The Undergraduate Business Program of Saint Mary's College is committed fully to preparing students for successful careers in a world of commerce that is ever-changing and increasingly complex. Students who major in Business Administration gain technical expertise in a liberal arts learning environment in which intellectual inquiry, ethical sensitivity, and communication skills are nurtured by an accomplished and caring faculty. As a part of the School of Economics and Business Administration, the Undergraduate Business Program carefully adheres to the School's focus of "Think Globally, Lead Responsibly."

Saint Mary's Undergraduate Business Program offers an exciting curriculum, grounded in responsible leadership and global business. The general business program gives students a thorough grounding in all functional areas of business. For those interested in an in-depth study of a particular discipline, the Undergraduate Business Program offers a variety of concentrations: Global Business, Entrepreneurship, Marketing and Finance. In addition, the program offers an interdisciplinary concentration called Digital Media. All of these programs prepare students for entry-level careers, law school or other graduate study.

Exciting opportunities for student engagement and development lie outside of the classroom as well. "Career Gateway" is a four-year professional development program with a wide variety of workshops including interviewing techniques, resume writing, cross-cultural skills, technologies, social media, and other seminars that prepare graduates for success.

FACULTY

Rebecca Carroll, Ph.D., *Professor, Chair*
Norman S. Bedford, Ph.D., *Professor*
John C. Cassidy, Ph.D., *Associate Professor*
Kim Clark, Ph.D., *Visiting Professor*
Tom Cleveland, Ph.D., *Adjunct*
Caroline Doran, Ph.D., *Adjunct*
Larisa Genin, D.B.A., *Associate Professor, Associate Dean*
Michael Hadani, Ph.D., *Associate Professor*
William Halpin, J.D., *Adjunct*
Kenji Klein, Ph.D., *Assistant Professor*
Eric J. Kolhede, Ph.D., *Professor*
Nancy Lam, Ph.D., *Assistant Professor*
Zhan Li, D.B.A., *Professor, Dean*
Samuel Lind, Ph.D., *Associate Professor*
Barbara A. McGraw, J.D., Ph.D., *Professor*
Anh Nguyen, Ph.D., *Assistant Professor*
Michael O'Brien, J.D., *Adjunct*
Kevin Okoeguale, Ph.D., *Assistant Professor*
Wenting Pan, Ph.D., *Assistant Professor*
Donald Snyder, Ph.D., *Professor Emeritus*
Diana Ting Liu Wu, Ph.D., *Professor Emeritus*
Andrew Wilson, Ph.D., *Associate Professor*
Michelle Zak, Ph.D., *Adjunct*

PROGRAM LEARNING OUTCOMES

- Graduates will be effective business analysts.
- Graduates will be effective business communicators.
- Graduates will be ethically conscious and socially responsible business people.
- Graduates will develop leadership qualities.
- Graduates will understand the impact of globalization.

IMPORTANT NOTE REGARDING

NEW BUSINESS PROGRAM AVAILABILITY:

Students who entered Saint Mary's prior to Fall 2012 may opt to complete the programs in the catalog of their year of entry to Saint Mary's (the "2011–2012 and earlier programs") or they may opt to complete the revised 2012–2013 programs described below in this catalog (the "new programs"). Students are encouraged to complete the new programs when feasible. Some courses required for the 2011–2012 and earlier programs have been revised, but maintain the original course number. Such revised courses will fulfill the 2011–2012 and earlier programs' catalog requirements.

Students opting for the 2011–2012 and earlier programs:

In the case of the Finance Concentration, **BusAd 135** will substitute for **BusAd 100A**, **BusAd 111** will substitute for **BusAd 100B**, **BusAd 140** will substitute for **BusAd 100C**. Those students graduating with a cumulative GPA of 3.0 in the Finance Concentration will receive an honors designation.

In the case of the Marketing Concentration, **BusAd 142** Strategic Marketing Management will no longer offered, and students may substitute **BusAd 140** for **142**. Students are encouraged to add **BusAd 128** Consumer Behavior, provided their schedule allows.

In the case of the International Business Concentration, the course name for **BusAd 180** has changed from "International Business" to "Global Business." Otherwise, earlier Catalog requirements for the "International Business Concentration" program remain the same.

Students opting for new programs or required to take new programs:

Students opting for new programs should consult carefully with their advisors regarding course substitutions and the feasibility of completing the new programs.

Students who enter Saint Mary's after Fall 2012 are required to enroll in the new programs.

PROGRAM PLANNING NOTES

General Program Requirements:

The business major consists of the Business Core plus either the requirements for General Business (for students who do not choose a concentration) or the choice of one of the available Concentrations: Global Business, Finance, Marketing, Entrepreneurship, and Digital Media.

Students are responsible for meeting with their advisors to plan for completion of their degree programs. Some courses are offered in alternating semesters, and the student is responsible for enrolling in required courses in the term in which they are offered. Waiver of prerequisites or class standing requires the approval of the department chair. Students may not transfer for credit in the major more than two upper-division courses.

Prerequisite Grades:

Students must pass with a grade of C– or higher any prerequisite course listed for the Business Administration Department.

BusAd 140 Strategic Management Prerequisites:

The prerequisites for **BusAd 140** are the lower division core courses, the SMC Core Curriculum math requirement, and **BusAd 123, 124, 131, 132, and 181**. Students must take these courses prior to the spring semester of their senior year.

Lower Division Courses as Prerequisites:

Students should complete lower-division business core courses prior to enrolling in upper-division courses for the major, except in the following cases: (a) students may concurrently complete either **Accounting 2** or **Economics 4** in the same semester as beginning their upper-division courses, (b) for **BusAd 131** Leading and Managing in Organizations and **BusAd 124** Marketing, the prerequisites are only **BusAd 10 Global Perspectives in Business and Society** and **BusAd 40 Business Statistics**, (c) for **BusAd 127** Business Communication, the prerequisites are **English 4** and **5**. Students may take **BusAd 124, BusAd 127, and BusAd 131** with Sophomore standing.

Saint Mary's Business Program Residency Requirements:

The majority of the courses required for the major must be taken at Saint Mary's College. All concentration courses must be taken at Saint Mary's College, unless taken in conjunction with study abroad or taken as an elective and not to fulfill a concentration requirement.

Course Availability:

Only the business core courses are offered every semester. Consequently, students must plan carefully with their advisors how best to complete their program of study.

Important Note on the Math Requirement:

Students must complete the SMC Core Curriculum Math requirement no later than the end of the sophomore year. This subject-area will provide needed analytical tools for success in business courses and is a pre-requisite for most upper division business courses. Also, please note that additional math may be required for admission to graduate schools or for certain job placements. (Note: the Department of Mathematics does not permit students to satisfy the Math requirement online. Seniors will not be admitted to **Math 3**, Finite Math).

Important Note on Course Offerings:

Please see course descriptions for when courses are offered. Some courses are not offered every year.

MAJOR REQUIREMENTS

BUSINESS ADMINISTRATION CORE

(Required for all business majors)

LOWER DIVISION (6 courses)

*The following six courses must be completed by the end of the sophomore year, unless a waiver has been obtained from the Business Administration Department chair or, in the case of **BusAd 10**, the student is a transfer entering as a junior.*

BusAd 10 Global Perspectives in Business and Society**

BusAd 40 Statistics

Acctg 1 Financial Accounting

Acctg 2 Managerial Accounting

Econ 3 Micro-Economic Theory

Econ 4 Macro-Economic Theory

UPPER DIVISION (7 courses)

BusAd 123 Financial Management

BusAd 124 Marketing

BusAd 127 Business Communication

BusAd 131 Managing and Leading in Organizations

BusAd 132 Global Operations Management

BusAd 140 Strategic Management

[formerly **BusAd 100C**]

BusAd 181 Business Ethics and Social Responsibility

** This course is waived for transfer students entering Saint Mary's after their sophomore year.

Curriculum Business Administration

GENERAL BUSINESS (NO CONCENTRATION):

The Business Core (see above) + Two Additional Required Courses + Two Electives.

Students who complete this program will receive the degree of Bachelor of Science in Business Administration.

Two Additional Required Courses:

BusAd 120 Law and Business

BusAd 180 Global Business

Two electives (from the following choices):

BusAd 110 Entrepreneurship

BusAd 112 Small Business Management

BusAd 121 Advanced Legal Topics

BusAd 126 Applied Marketing Research

BusAd 128 Consumer Behavior

BusAd 137 Advanced Quantitative Methods

BusAd 175 Management Information Systems

Econ 105 Micro-Economic Theory

Econ 106 Macro-Economic Theory

Either **Econ 175 Multinational Enterprises** or

Econ 170 Industrial Organizations

(**Econ 105** is an additional prerequisite for **Econ 175**)

Either **Econ 130 Money, Finance, and Economic Crises**

or **BusAd 136 Investments** (**Econ 106** is an additional prerequisite for **Econ 130**)

CONCENTRATIONS:

The Business Core (see above) + Four Concentration Requirements (+ a study abroad requirement for the Global Business Concentration)

The concentrations are designed for students motivated to explore critical business disciplines in greater depth, focus, and intensity for preparation for careers or graduate education in the field of the concentration. Students who complete a concentration program will receive the degree of Bachelor of Science in Business Administration with the corresponding concentration designation. Students may choose to complete more than one concentration; however, doing so will probably require additional time beyond the usual four years.

Finance Concentration

1. **BusAd 135 International Financial Management**
(formerly **BusAd 100A**)
2. **BusAd 136 Investments** (cross-listed with **Econ 136**)
3. **BusAd 137 Advanced Quantitative Methods**
4. **BusAd 111 New Venture Financing**
(formerly **BusAd 100B**)

Marketing Concentration

1. **BusAd 126 Applied Marketing Research**
2. **BusAd 128 Consumer Behavior**
3. **BusAd 129 Global Marketing**
4. **BusAd 113 Business in the Digital Age**

Global Business Concentration

1. **BusAd 180 Global Business**
 2. **BusAd 135 International Financial Management**
 3. **BusAd 129 Global Marketing**
 4. **BusAd 185 Managing the Global Firm**
- One semester of the junior year must be study abroad

Entrepreneurship Concentration

1. **BusAd 110 Entrepreneurship**
2. **BusAd 111 New Venture Financing**
3. **BusAd 112 Small Business Management**
4. **BusAd 113 Business in the Digital Age**

Digital Media Concentration

1. **BusAd 113 Business in the Digital Age**
2. **Comm 125 Introduction to Media, Technology, and Culture**
3. **Art 65 Digital Foundations 2: Web Design and Interactive Art**
4. **Art 165 Experimental Interactive Media**

MINOR REQUIREMENTS

A student may earn only one minor in the School of Economics and Business Administration. The requirements for a minor are **Accounting 1, 2; Economics 3, 4; BusAd 40, 120, 123, 124**; two additional upper-division Business Administration courses.

INTERNSHIPS

Students who want to combine study with practical experience in business should contact the SEBA Internship Coordinator in advance for information on a variety of opportunities available in both the private and public sectors. Course credit for internships may be available through enrollment in **BusAd 195**.

C O U R S E S

LOWER DIVISION

10 Global Perspectives in Business and Society

An introduction to business and society from a global perspective. This course addresses the challenges of doing business around the world and places business in the context of globalization—social, political, religious, economic, geographical, and environmental. Topics include the global mindset, cultural risks, environmental concerns, trade and investment in developing and newly emerging economies, an introduction to currency risk, the ways multi-national Non-Government Organizations contribute to the social and political environment of business, cross-cultural worldviews of what constitutes a moral economy, an introduction to global political and economic institutions (e.g., the IMF, World Bank, and United Nations), and how business can serve social justice or perhaps undermine it. *Offered every semester. Satisfies Global Perspectives of the Core Curriculum.*

40 Business Statistics

Introduction to statistical concepts used to assist in making decisions under conditions of uncertainty. Topics include the collection and analysis of data, probability and probability distributions, hypothesis testing, linear regression, and correlation. This course may not be taken for credit in addition to **Mathematics 4** or **Psychology 3**. *Offered every semester.*

UPPER DIVISION

110 Entrepreneurship

An introduction to the concepts, tools, strategies, and practices of the entrepreneurship processes for both a start-up businesses as well as a Strategic Business Unit in an existing company. Topics include identifying new venture opportunities, idea generation, innovation, new product/service development, industry research, competitive analysis, legal and regulatory requirements for new ventures, and business and marketing plan development. Examination of the changing business environment is emphasized to allow students to understand the need to make strategic adjustments to their business model on a continuing basis. *Offered fall semester only, beginning fall 2013. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

111 New Venture Financing

The study of raising capital for new ventures involving start-up businesses, financing a strategic unit or project within an existing company, and solving financial problems unique to small- and medium-sized firms undergoing rapid growth. Topics for this course include raising seed capital from venture capital, business angels, investment banking, and commercial banking sources; legal and regulatory issues that arise in new venture financing; exit strategies, and financial modeling to determine the financial health of companies and strategies for their growth. *Offered spring semester only. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

112 Small Business Management

An examination of small business practices and strategies in both private and public companies. Topics include employee motivation, green marketing, franchising, e-commerce, and technology. Other issues incorporated into the course are managing diversity in the work place, team development, managing change in the face of global competition, relevant financial statements, and legal matters relating to small business (e.g., contracts and business forms). Continuous improvement methods to meet the changing demands of customers as well as information technology to increase efficiencies are also addressed. *Offered spring semester only, beginning spring 2014. Prerequisites: BusAd 131; Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

113 Business in the Digital Age

An examination of the impact of digital technologies on business and their use in corporate communication and on-line marketing. Specific topics will include globalization, collaboration, and metrics. This course will delve into common digital marketing tools, such as email, SMS, social media like Twitter and Facebook, online video, blogs, search marketing, online advertising, digital signage, and more. How do companies today use these tools, and how should they adapt as technology changes? Are they different from “traditional” marketing tools, or simply new media? Students will learn the application of many of these tools through hands-on experience. *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

Curriculum Business Administration

120 Law and Business

Introduces students to the history, philosophies and structure of the U.S. legal system, then focuses on the central elements of that system to which they are likely to be exposed during their business careers. Provides them with an understanding of contract principles, business torts, white-collar crime, business organization structures and other related topics. *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

121 Advanced Legal Topics in Business

This course offers an analysis of how business managers can effectively operate their businesses in an environment of ever-increasing involvement of the legal system in business affairs. Discusses the origins of the various statutory and regulatory schemes and how they relate to public policy, covering such areas as securities regulation, insider trading, intellectual property rights, anti-trust legislation, fair competition practices, environmental protection, trade unions, employment regulations, product safety and consumer protection. *Offered spring semester only. Prerequisites: BusAd 120; Lower-division business core courses and the core curriculum math requirement.*

123 Financial Management

A study of the organization and financial administration of business enterprise. The course includes such topics as financial analysis, value and value theory, risk analysis, investment decisions, corporate finance and theory, working capital management and related topics. *Offered every semester. Prerequisites: Lower division business core courses and the core curriculum math requirement.*

124 Marketing

The principles of major areas of marketing decision-making that confront organizations. Topics include the utilization of marketing information systems as well as the formulation and implementation of integrated product, pricing, distribution and promotion strategies. *Offered every semester. Prerequisites: BusAd 10 and BusAd 40.*

126 Applied Marketing Research

A detailed overview of marketing research, strategic marketing planning and the development of fully integrated marketing programs. Topics include market analysis, marketing mix strategies, product positioning, market segmentation, and related social and ethical issues. *Offered fall semester only. Prerequisites: BusAd 124; Lower-division business core courses and the core curriculum math requirement.*

127 Business Communication

This course emphasizes the kinds of communication students can expect in complex organizations with multiple audiences. Grounded in competition, course material includes in-depth categorical editing, organizational strategies for informative and persuasive writing and speaking, construction and presentation of arguments, and use of executive summaries. *Offered every semester. Prerequisites: English 4 and 5.*

128 Consumer Behavior

An examination of the influence of socio-cultural and psychological factors on consumer buying behavior and the determinants of the buying decision process in consumer and business markets. Students will apply concepts of consumer behavior and industrial buying processes to the practice of market segmentation and the formulation of marketing strategies. Specific topics include consumer social influences, perception, personality theory, online consumer behavior, customer satisfaction, and customer relationship management, among others. *Offered fall semester only. Prerequisites: BusAd 124; Lower-division business core courses and the core curriculum math requirement.*

129 Global Marketing

An exploration of the international marketing environment and its impact on marketing practice. Topics include the benefits, risks, and complexities of marketing abroad with particular emphasis on multi-cultural aspects and their implications for market entry, global competitive strategies, and formulating suitable product, promotion, pricing and distribution strategies for international markets. *Offered spring semester only, beginning spring 2014. Prerequisites: BusAd 124; Lower-division business core courses and the core curriculum math requirement.*

130 Sports Marketing

This course explores basic marketing concepts as they are applied to sports organizations, both amateur and professional. It addresses unique challenges, limitations, and new trends in sports marketing, as well as the marketing of sports products and the use of sports to market non-sports products. Topics include the sports marketing mix, market segmentation, sports consumer behavior, branding, and sponsorship. *Prerequisite: Kinesiology 20 or all lower-division business core courses and the core curriculum math requirement (or by permission of instructor).*

131 Managing and Leading in Organizations

The study of the structure, functioning, and performance of organizations, and the impact of psychological and sociological variables on the behavior of groups and individuals within them. Topics include motivation, leadership, decision-making, power and influence, group and team dynamics, conflict resolution, creativity and innovation, organizational change, and managing across cultures. *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

132 Global Operations Management

A study of the design and execution of the production or service system for providing products or services to meet demand. As efficiency barriers of time and space between companies are breaking down, operations function must adopt a global dimension to remain competitive. The course provides concepts and tools for evaluating and improving the operations of a firm. The specific topics include process analysis, waiting line analysis, quality management, project management, inventory management, and supply chain management. *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement.*

135 International Financial Management

An examination of the principles and practices of the financing and investment decisions of multinational firms operating globally. Topics include foreign exchange markets and instruments, corporate exchange risk management, international investment decisions, global financing strategies, and related issues. As such, this course extends financial management and investment to the international environment. *Offered fall semester only. Prerequisites: BusAd 123; Lower-division business core courses and the core curriculum math requirement.*

136 Investments (cross-listed with Economics 136)

Description and analysis of the securities market (bonds, stocks, etc.) from the viewpoint of the private investor. The student is introduced to asset valuation theories as well as the basis of portfolio selection. Particular emphasis is placed on the trade-off between risk and return, both for the individual assets and in a portfolio context. *Prerequisite: BusAd 40 or equivalent.*

137 Advanced Quantitative Methods

A rigorous analytical course involving the study of the theories and practices of diverse statistical methods and procedures that enable managers to judiciously use data in solving complex problems in finance, marketing, operations, and corporate strategy, and providing business analysts with a sound conceptual understanding of the role management science plays in the decision-making process. Students are introduced to advanced statistical tools and techniques for quantitative analysis to support conclusions drawn from empirical evidence for effective decision-making under conditions of uncertainty. Topics include multivariate statistical analysis, multiple linear and logistic regression modeling, time-series analysis, optimization, computer simulation, waiting line models, principal component, factor and cluster analysis, and multidimensional scaling. *Offered spring semester only, beginning spring 2014. Prerequisites: Lower-division business core courses and the core curriculum math requirement.*

140 Strategic Management

A capstone course taken in the spring term of the senior year, it integrates the major functional operating areas of business firms viewed within the broader context of strategic management, i.e., the process of managerial decision-making and actions that determine the long-run performance of business organizations. *Offered spring semester only. Prerequisites: BusAd 123; BusAd 124; BusAd 131; BusAd 132; BusAd 181; Lower-division business core courses and the core curriculum math requirement.*

175 Management Information Systems

An overview of business applications of information technology. How networked computers, data, technical specialists, and managers combine to form an information system. The role of information systems in marketing, finance, production, and other areas. Ways to create and use information systems. *Offered spring semester only, beginning spring 2014. Prerequisites: Lower-division business core courses and the core curriculum math requirement.*

180 Global Business

An overview of the special opportunities and risks firms face as a result of the rapid globalization of business. Topics include the economic, cultural, and institutional factors that must be considered; the marketing, financial, managerial, and strategic considerations that lead to success. *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement.*

181 Business Ethics and Social Responsibility

The study and application of ethical decision-making, leadership, and social responsibility in business, grounded in personal and company core values. Topics include the moral dimensions of political and economic context of business; utilitarian, Kantian, and virtue ethics; creating ethical company cultures; the role of the firm in society and theories of corporate social responsibility, including sustainability (economic, social, ecological); cross-cultural dimensions of multinational business; and social responsibility focused regulation (e.g., Sarbanes-Oxley). *Offered every semester. Prerequisites: Lower-division business core courses and the core curriculum math requirement, except that this course may be taken concurrently with Accounting 2 or Economics 4.*

Curriculum Business Administration

185 Managing the Global Firm

An exploration of the global manager's environment, which includes the cultural context of global management, formulating and implementing strategy for international and global operations, and global human resources management. The course helps students to develop a global vision and global management abilities at the organizational, strategic, and interpersonal level. Topics include cross-cultural management, global human resource management, global workforce planning (people, mobility), developing and managing global competencies (people and processes), and labor relations policies and management. *Prerequisites: Lower-division business core courses and the core curriculum math requirement; BusAd 131.*

195 Internship

Work-study program conducted in an internship position under the supervision of a faculty member. Normally open to junior and senior students only. *Permission of instructor and department chair required.*

197 Independent Study

An independent study or research course for students whose needs go beyond the regular courses in the curriculum. *Permission of the instructor and department chair required.*